

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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| SECOND RESPONSE AFTER FINAL REJECTION (AMENDMENT E) | Title: SERVER-BASED KEYWORD ADVERTISEMENT MANAGEMENT | |
| | Inventor(s): | CALABRIA ET AL. |
| | Application No.: | 10/743,520 |
| | Filing Date: | DECEMBER 19, 2003 |
| | Confirmation No. | 7681 |
| | Examiner: | SORKOWITZ |
| | Art Unit: | 3622 |
| Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450 | Last Office Action: | DECEMBER 16, 2009 |

Dear Sir:

Responsive to the Office Action mailed December 16, 2009 and the Advisory Action mailed March 16, 2010, please amend the above-identified application as follows.

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 16 of this paper.